

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

NUTRITION

Published Monthly by the
Production and Marketing Administration
With the Approval of the Director, Bureau of the Budget
(September 18, 1942.)

News Letter

NUMBER 85

WASHINGTON, D. C.

AUGUST 1949

CITY FAMILIES SPEND AVERAGE OF 32 PERCENT OF INCOME FOR FOOD

American city families spent an average of \$25.57 a week for food or 32 percent of their total weekly income in the spring of 1948, according to the Bureau of Human Nutrition and Home Economics, USDA. This figure is based on a survey of 1,600 households in 68 cities, large and small. The survey is part of a Nation-wide food consumption study made under the Research and Marketing Act of 1946. It will furnish the most detailed record of family food habits in urban areas since the end of the war. (April NNL)

Comparable data gathered in 1942 showed that, at that time, urban families averaged \$14.23 for food or 26 percent of their weekly income. The bigger postwar food bills have gone partly into higher prices, partly into larger purchases. Higher consumption of such foods as milk, fruits and vegetables—including citrus fruit and tomatoes—and eggs, meat, poultry, and fish indicate that the family's food money bought better nutrition in 1948 than in 1942.

Income is an important factor affecting food purchases of urban families, but other factors, especially family size and regional food habits, also influence consumption.

Frozen fruit and vegetable purchases rose most markedly with income—from an average of one-tenth of a pound for households with incomes under \$2,000 to a pound for those in the \$7,500-and-over class.

Fresh fruit quantities increased steadily as income rose. Families with incomes under \$1,000 purchased 5.8 pounds per week while families with incomes of \$7,500 used 17.8 pounds.

Canned fruits and vegetables, soups, prepared and partially prepared dishes were purchased for use at home in greatest quantities at about the \$4,000 level.

Milk or its equivalent in cheese, cream, and ice cream, increased in quantities purchased slightly more rapidly than meat, poultry, and fish as incomes increased. Milk ranged from 10 quarts per household per week to 20 for the highest income classes.

At the \$7,500-and-over income level, consumption of fresh vegetables averaged 13.8 pounds a week, as compared with 7.5 pounds at the \$1,000 to \$2,000 level. Potatoes and sweetpotatoes increased by 70 percent in levels ranging from under \$1,000 to \$3,000 to \$4,000, and then declined.

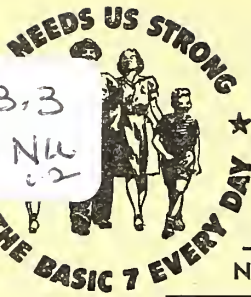
Households with incomes under \$1,000 used an average of 15 eggs per week as compared with 24 in the middle income groups and 28 in groups earning \$7,500 and over.

The amount of grain products that families consumed, including that in bakery products, varied little with income. Bakery products alone increased as income rose to \$4,000, then declined.

Families with higher incomes used only slightly more sugars and sweets, and fats and oils than the lower income groups.

EDUCATION NEEDED ON USE OF IODIZED SALT

Iodization of salt was mentioned during the Nutrition Institute on March 30-April 1 as a nutrition problem needing publicity and education. This problem is so important that some States are considering laws to require the iodization of all salt sold within their borders. The Food and Nutrition Board of the National Research Council at its October 1948 meeting recommended that the United States Congress enact legislation providing that all table salt be fortified with iodine at a level of 0.01 percent potassium iodide or its equivalent. However, until such legislation is passed there is continued need to remind people to use iodized salt.



173.3
H34 NLL

U.S. DEPT. OF AGRICULTURE
BUREAU OF HUMAN NUTRITION
WASHINGTON, D.C.

USDA STUDIES USE OF TELEVISION

The Department of Agriculture has had under way for more than a year a Research and Marketing Act project on the use of television. Kenneth Gapen, Assistant Director of Information for Radio and Television, who is in charge of these studies, says: "A series of television programs have been designed to test techniques and methods of presenting information to consumers of farm products. Since the majority of our sets are in urban areas and our experimental programs were aired from 4:00 to 4:30 in the afternoon, the homemaker has received primary consideration. On television we can not only help her with marketing and consumer information but we can show her how to prepare nutritious appetizing meals.

"The Department's experimental television shows have carried a regular foods spot, including recipes, menus, and meal planning. Among the guests for this segment of the show have been home economics specialists with long years of experience in using method demonstration. Both the subject matter and the technique lend themselves admirably to television presentation. Table top presentation meets the requirements of rather small space in the studio.

"One of the regular segments of these shows has been a plentiful foods spot, giving hints on thrifty shopping and substitution of equally nutritious and attractive foods for higher priced items. A number of visual display devices have been used. The flannel graph and chalk talk technique, used successfully for many years in extension work, have been adapted to television use very satisfactorily.

"Recently the Department constructed the 'cadiziator,' a hexagonal display device which allows motion and an attractive display of foods, still pictures, and other visuals.

"The Department's television specialists say that this powerful new medium will make it possible for nutritionists and educators to reach more people more effectively than has ever been the case before."

TELEVISION AND EDUCATION

In the May number of the News Letter issued by the Bureau of Educational Re-

search at Ohio State University, Edgar Dale has an article entitled "Television and Education." In it he says: "The United States Department of Agriculture has discovered that most farmers get their ideas from friends and neighbors. I think this merely means that in this way they 'see' what has been done and how it has been done. They have been shown and were not merely told through a bulletin or a piece in an agricultural paper. Good educational and television advice is found in the slogan, 'Don't just tell them. Show them.'

"There are two reasons why we don't farm or administer, or write, or teach better than we do. We don't want to, or we don't know how. And often when we don't know how, we say we don't want to. If we're not up on bridge or golf or contour farming or methods of making our work more efficient, we tend to be down on these ideas.

NUTRITION PLANNING COMMITTEE NOTES

Gertrude Drinker of the Farmers Home Administration was chosen chairman for the coming year at the June meeting of the Interagency Planning Committee. The chairmanship rotates yearly among the representatives of the various agencies.

The retiring chairman and others reported on proposed plans for a pilot study to be carried out under the Research and Marketing Act of 1946 to promote the consumption of dry milk products among consumers. One of the problems is that of timing supplies to promotion so that milk is available on grocers' shelves when consumers receive information on how to use it. Nonfat dry milk will be plentiful and manufacturers want to promote its use, especially in fluid milk-deficit areas.

Guest Jean Oddie, nutritionist with the Provincial Health Department in Saskatchewan, said that dry buttermilk is being distributed in Regina and is well received. She later described the organization set up in Canada for carrying on nutrition work.

Ester J. Phippard

Chairman.

"We have talked a good deal in the past about know-how. Now through television we can add the show-how. We need still another ingredient—the want-to. What are the possibilities of television here? Certainly films have shown that they can reach people emotionally. So can television. Television can then not only provide the know-how, the show-how, but also the motivation, the want-to."

NEWS OF STATE COMMITTEES

ILLINOIS—Six days of meeting together, discussions, talks, work sessions, and tours made the Second Annual Nutrition Workshop held June 5-10 at Urbana, Ill., a success, Chairman Marjorie P. Milner writes. The workshop was sponsored jointly by the Illinois Nutrition Committee and the University of Illinois. (July NNL)

Each day a talk on nutrition provided background information while in work sessions materials for teaching nutrition were developed. Talks on the use of radio and newspapers as nutrition tools, a report on "Dental Studies with Illinois School Children," and a discussion of "Community Nutrition Programs" rounded out the program. The last session of the workshop was given over to a presentation of results, recommendations, and resolutions.

NEVADA—The Nevada Food and Health Coordinating Committee handled the French Merci Train and is sponsoring activities in connection with regional nutritional research projects, according to Chairman Margaret M. Griffin.

VERMONT—Prior to the spring meeting of the Vermont Nutrition Committee questionnaires were sent to members, asking them for their ideas on what the present function of the committee should be. The replies were discussed at the meeting and the function of the committee was expressed as being informative and advisory. Action programs are to be left to member agencies. One or two meetings a year will be held to help keep members informed of the nutritional status and health of Vermont people and to report activities and progress of groups working in this field.

The weekly press release YOUR FOOD TODAY which the committee has sponsored since it was first organized will be continued.

SOUTH CAROLINA—A Nutrition Institute sponsored by Winthrop College in cooperation with the State Nutrition Committee, the State Department of Education, the State Board of Health, and the State Agricultural and Home Economics Extension Service was held June 22 to 24 as a feature of a 3-week workshop in health education.

The opening session featured a talk on "Nutrition in South Carolina" and a description of the activities of the South Carolina Nutrition Committee.

On June 23, a talk on "Improving Health Through Better Nutrition Education" was followed by a symposium on the same subject from the viewpoint of (1) public health worker, (2) parent, (3) practicing physician, (4) teacher, and (5) medical nutritionist. "Nutrition Education in Progress in South Carolina Schools" was discussed in the afternoon by an elementary school teacher, two school administrators, a home economics supervisor, a county school lunch supervisor, and a public health worker. The evening's talk on "Nutrition—A Vital Factor in Healthful Living" was followed by a showing of nutrition films.

With "Planning Ways to Meet Our Nutrition Needs" as the theme, specialists spoke on "A Better Food Supply," "Teacher Preparation," "Integrating Nutrition in the School Curriculum," "Community Education," "School Health Council," and "State Health Council."

UTAH—Marie Driscoll is the new chairman of the State Nutrition Council.

OREGON—The Oregon Nutrition Council was active this past winter in furthering enrichment legislation, according to Marjorie Heseltine of the U. S. Children's Bureau. The council is planning an institute to be put on next fall. Ruth Chindgren is chairman.

INDIANA—Last October, 3,829 pupils in the Harrison and Floyd County schools, the parochial schools of New Albany, and the city schools of Corydon kept a record of all food eaten at meals for a 3-day period. In addition to foods eaten at meals the record included all food eaten between meals—soft drinks, candy, and knickknacks. A record also was turned in for each child shunning foods on the table at each meal. Par-

ents, teachers, and pupils all cooperated in making the survey.

The findings were summarized and given to teachers, parents, and community organizations. The percentages vary for different groups but they show that from 22 to 31 percent of the children said they had eaten no green and yellow vegetables during the 3 days; 15 to 23 percent had had no citrus fruits; and 5 to 26 percent had drunk no milk. This study is being used as a basis for a county-wide program in nutrition. Interested teachers will be given training in nutrition facts, methods, and devices. Citizens committees have appointed subcommittees on nutrition. PTA groups, the Grange, and township Farm Bureaus are cooperating.

At the regular bimonthly meeting of the State Nutrition Council on May 14 members discussed the State meeting held in April (May NNL), and made plans for repeating the meeting next year. The school lunch program and the Floyd-Harrison County project were also discussed.

WYOMING—A Committee on Nutrition is provided for in the new constitution adopted by the Wyoming Public Health Association. The president of the Association is Dr. Paul E. Emerson.

NEW MATERIALS

Prenatal care. Children's Bureau Publication No. 4. Completely rewritten. 76 pp. 1949. Illus. Single copies are available without cost from the Children's Bureau, Federal Security Agency, Washington 25, D. C. In quantity it can be purchased for 15 cents a copy from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

America's Health: A Report to the Nation. 400 pp., 1949. Harper & Bros. \$4.50 a copy. This is the official report of the 1948 Health Assembly mentioned in the October 1948 NNL.


Radio Scripts. You can get mimeographed copies of scripts prepared in the USDA and broadcast over NBC's National Farm and Home Hour by writing to the Radio and Television Service, U. S. Department of Agriculture, Washington 25, D. C., after they have been broadcast. Three such scripts of interest to workers in

nutrition, available after the date given, are—

Food Freezing Streamlined. Prepared by BHNHE. July 9.
Three Ways of Food Planning. Prepared by BHNHE. August 13.
Pantry Pests. Prepared by the Bureau of Entomology and Plant Quarantine. July 30.

Also available from the same office is "Some Preliminary Basic Observations on TV." It gives hints on preparation of charts, photographs, slides, and other visual aids for TV projection.

Sincerely yours,


M. L. Wilson, Chief
Nutrition Programs


W. H. Sebrell, Consultant